

# Matthew Morgan



## WORK EXPERIENCE

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### Innovation Refunds

April 2023 – Current

*Senior Manager, Digital and Content Strategist*

*Des Moines, IA (Remote)*

- Integrated the use of an AI program
  - Increased blog output by 900%
  - Projected to increase revenue by \$6M/yr and decrease vendor expenses by \$1.2M/yr
- Implemented SEO strategies, A/B testing, and content optimization techniques
  - Increased user sessions by 476%
  - Increased keyword volume by 1296%
- Performed a technical audit that increased site health by 15%
- Managed a team of content creators, editors, and strategists that cross-collaborated with sales to create a unified voice and messaging

*Senior Copywriter*

November 2023 – April 2023

- Responsible for the development, proofing, and elevation of marketing, sales, and product materials
- Developed a legal guideline handbook based on legal department insights and government research
  - Acted as a conduit between all departments and vendors to ensure communications were aligned with legal guidelines

### Trianz

January 2021 – October 2022

*Marketing Specialist*

*Santa Clara, CA (Remote)*

- Directed the writing and editing of more than 300 blog articles and service pages
  - Received 2021 Rising Star Award for “Client Success / Service Delivery”
  - Generated 100+ leads with Fortune 1000 clients
  - Increased organic website traffic value by 3x
  - Earned 14 featured snippets on Google
- Led the delivery of a technical audit, content audit, and link analysis for 1,000+ pages
  - Identified key points of friction throughout the site that was hindering crawlability
  - Led the technical health improvements on the website
  - Audited the website content for opportunities for re-optimization
  - Conducted backlink analysis to identify opportunities to decrease spam score, and opportunities to increase backlinks
  - Increased Trianz’s health score by 20% and domain authority by 4 points in 6 months
- Oversaw the development and implementation of data-driven digital campaigns for 100+ keywords in practice-specific taxonomies based on user intent and demand
- Developed content for a variety of channels, including social media, OOH ads, email, and internal communications

### Stripe Theory

July 2020 – January 2021

*Copywriter*

*Atlanta, GA (Remote)*

- Ensured that the customer journey was engaging, seamless across devices, and effective in translating touchpoints into an immersive experience for brands like Mattress Firm, eCombustible, VacationRenter, and Lagunitas
- Accelerated the editorial process by ensuring digital assets were edited and released according to published guidelines
- Ideated, validated, tested, and refined customer acquisition initiatives using A/B split testing

- Adhered to a clear and authentic voice when ghostwriting for CEOs and entrepreneurs

## Consulting

January 2013 – May 2020

*Copywriter & SEO Consultant*

*New York, NY*

- Oversaw the development and production of 500+ promotional advertisements and marketing materials
- Optimized high-volume, competitive keywords, achieving numerous first-page rankings.
- Actively engaged and participated in usability sessions and conducted the evaluation of performance metrics to iterate and improve copy for customer experience

## WebOcto

April 2011 – December 2012

*Copywriter & SEO Consultant*

*Orlando, FL*

- Increased clientele from 0 to 30 in 4 months by implementing cold calls, email campaigns, PPC campaigns, and social media marketing
- Led the development of an AdWords campaign that set the schedule and budget to generate usable leads by 10%
- Managed a team of consultants with \$100K monthly burn

## EDUCATION

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### Master of Fine Arts in Web Design and New Media

2012

*Academy of Art University, San Francisco, California*

### Bachelor of Arts in Advertising

2010

*University of South Florida, Tampa, Florida*

## SKILLS

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- **Core Competencies:** Copywriting, creative writing, technical writing, competitor analysis, data-backed storytelling, graphic design, branding, email marketing, social media marketing, strategic planning, campaign management, SEO, editing
- **Technical Skills:** Google Ads, Google Analytics, Google Search Console, Google Data Studio, SEMrush, Moz, Ahrefs, Content Harmony, Screaming Frog, HubSpot, GitLab, Pardot, Photoshop, InDesign, Illustrator, Microsoft 365, WordPress, Canva, Figma
- **Certifications:** Advanced Google Analytics, SEMrush SEO Certification, Digital Marketing Tools and Services Certification